

Message Text

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PAGE 01 BANGKO 16717 291254Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W

-----002152 291519Z /45

R 290929Z JUL 77

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 4701

UNCLAS BANGKOK 16717

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: WTDR/FTI

REF: USDOC 12276

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: 0040900
4. PRAMUAN MIT LTD.
- 4A. CODE: K
5. 752-754 WANG BURAPHA ROAD
6. BANGKOK, THAILAND
7. ESTABL: 1946 8. EMPL: 14 9. SIZE: (20-X) MEDIUM
10. REPUTATION (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS
LISTED IN ORDER OF IMPORTANCE: LOCAL
12. RPT.DATE: 07/77
- 13A. 59420/135 BOOK STORE
14. CONTACT: MISS URBCHITT YOSSUNDARA TITLE: MANAGING DIRECTOR
15. CABLE: YOSSUNTAUN 16. TELEX: NA
17. TEL: 221-4510
18. FINANCIAL REFS: SIAM COMMERCIAL BANK LTD., 1060 NEW
PETCHBURI ROAD, BANGKOK; THAI FARMERS BANK LTD., 142
SILOM ROAD, BANGKOK; CHARTERED BANK, SALADAENG CIRCLE,
BANGKOK.
19. TRADE REFS: MCGRAW-HILL BOOK CO., LTD., NEW YORK, N.Y.;

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COLLIER MACMILLAN INT'L LTD., NEW YORK, N.Y.; PRENTICE-
HALL INC., ENGLEWOOD, N.J.; THE WILLIAMS & WILKINS CO.,
BALTIMORE, MARYLAND.

20. AGENCY REP: LANGE MEDICAL PUBLICATIONS, LOS ALTOS,
CALIF., BOOKS; THE WILLIAMS & WILKINS CO., BALTIMORE,
MARYLAND, BOOKS.

21. PRAMUAN MIT WAS INCORPORATED IN 1946 WITH AN AUTHORIZED CAPITAL OF \$30,000 TO ACT AS IMPORTER, DISTRIBUTOR AND RETAILER OF TEXT BOOKS, MAGAZINES AND PERIODICALS. FIFTY PERCENT OF ITS IMPORTS ARE FROM U.S. WITH THE REMAINDER FROM U.K. (25 PERCENT) AND OTHER COUNTRIES. SUBJECT FIRM OWNS A THREE-STORY BUILDING OF 400 SQ. METERS INCLUDING A DISPLAY ROOM OF 50 SQ.METERS LOCATED IN ONE OF BANGKOK BUSINESS DISTRICTS. IT EMPLOYS 14 PEOPLE INCLUDING 2 SALESMEN. ITS TOTAL SALES VOLUME IN 1976 WAS REPORTED TO BE US\$180,000 REPRESENTING AN INCREASE OF 4 PERCENT OVER THE SALES REPORTED IN 1975. IT IS A MEMBER OF THE BOOKS DEALERS ASSOCIATION OF THAILAND. LOCAL BANKS REPORT FAVORABLY ON THE SUBJECT FIRM, STATING THAT IT KEEPS A SATISFACTORY ACCOUNT AND UTILIZES OVERDRAFT FACILITIES TO THE BANKS' SATISFACTION. EMBASSY CONSIDERS PRAMUAN MIT TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY
AT: AMEMBASSY BANGKOK
BURKE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 29-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BANGKO16717
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
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Errors: N/A
Expiration:
Film Number: D770272-0852
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1977/newtext/t1977076/aaaaaewx.tel
Line Count: 83
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Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
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Original Classification: UNCLASSIFIED
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Review Date: 16-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1869725
Secure: OPEN
Status: NATIVE
Subject: WTD/FTI
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odbs://SAS/SAS.dbo.SAS_Docs/123ad76b-c288-dd11-92da-001cc4696bcc
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